

03-12-02

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THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : MATZ, William R., et al.
Ser. No. : 10/017,111
Fil. Date : December 14, 2001
For : **Method and System for Targeted Incentives**
Examiner : Unknown
Art Unit : Unknown

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Respectfully submitted,

By:


John C. Alemanni
Reg. No. 47,384

Date: 3/11/02

KILPATRICK STOCKTON LLP
1001 West Fourth Street
Winston-Salem, North Carolina 27101
(336) 607-7311

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Filing Date : December 14, 2001



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<i>Complete if Known</i>	
Application Number	10/017,111
Filing Date	December 14, 2001
First Named Inventor	MATZ, William R., et al.
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36968-265388

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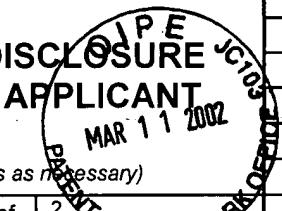
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Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36968-265388

NON PATENT LITERATURE DOCUMENTS		
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/icom_cgi/print/print.cgi?url=http://devices.../report_interactive.htm, (11/16/01) pp. 1-2.
		"Liberate Technologies – Solutions," Digital Cable Two-Way, www.solutions.liberate.com/architecture/dc2.html, (11/16/01) p. 1 of 1.
		"Liberate Technologies – Solutions," Digital Broadband Telco, www.solutions.liberate.com/architecture/db.html, (11/16/01) p. 1 of 1.
		"Liberate Technologies – Solutions," Liberate Connect Suite, www.solutions.liberate.com/products/connect_suite.html, (11/16/01) pp. 1-2.
		"Liberate Technologies – Solutions," Liberate Imprint Server™, www.solutions.liberate.com/products/imprint_server.html, (11/16/01) p. 1 of 1.
		"Liberate Technologies – Solutions," Liberate Mediacast Server™, www.solutions.liberate.com/products/mediacast_server.html, (11/16/01) pp. 1-2.
		"Spike High Performance Server Array," Mixed Signals Technologies, Inc., www.mixedsignals.com, itvinfo@mixedsignals.com, (2000) p. 1.
		"power, flexibility, and control," RespondTV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2.
		"it just clicks!," RespondTV, www.respondtv.com/inaction.html, (11/16/01) pp. 1-2.
		"The Wink System," Wink System Diagram, www.wink.com/contents/tech_diagram.shtml, (11/16/01) p 1 of 1.
		"What is Wink?," www.wink.com/contents/whatiswink.shtml, (11/16/01) p. 1 of 1.
		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/howitworks.shtml, (11/16/01) p. 1 of 1.
		"What is Wink: Examples," What is Wink – Examples, www.wink.com/contents/examples.shtml, (11/16/01) pp. 1-2.
		"Nielsen Media Research – Who We Are & What We Do," www.nielsenmedia.com/whowear.html, (10/11/01) pp. 1-4.

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